

CABLE ENTERPRISE RATE SETTING

ITEM 6e: WAIVE FIRST READING AND INTRODUCE ORDINANCE
AMENDING SECTION 10.24.030

City Council Meeting

November 13, 2018

Jovan Grogan, City Manager



Issue

- San Bruno Cable Enterprise typically adjusted rates on a bi-annual basis to adjust for market conditions and operating costs
- Bi-annual rate changes worked well in the past
- Cable TV market has dramatically shifted
 - Fewer service contracts
 - More competition (satellite TV, streaming services, telecom providers)
 - “Skinny” TV bundles
 - High-speed internet preferred over traditional cable
 - Targeted TV/internet packages discrete users and customer attraction specials

Recommended Change

- Amend Muni Code 10.24.030 to allow the City Manager to adjust Cable Enterprise services rates
 - *All rates will continue to appear in the master fee schedule that is adopted by Council through the annual budgeting process*
- Staff is currently considering:
 - Introducing “skinny” TV packages paired with internet services (various tiers)
 - New focused TV packages (e.g. Hispanic focused TV, with streaming video of international sporting events)
 - Low cost residential and business telephone service
 - Targeted business internet and TV packages
 - Bulk service proposals to apartment and condominium projects